Alexandra Rose Cortez

User Experience and User Interface Designer

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Education

UNIVERSITY OF MICHIGAN, ANN ARBOR • AUG 2020 – MAY 2021

Master of Science in Information, UX Research & Design

UNIVERSITY OF MICHIGAN, ANN ARBOR • AUG 2016 – MAY 2020

Bachelor of Science in Information, UX Design

Work

TEKTON • JUN 2021 – PRESENT

UX/UI Ecommerce Designer

- Create alignment across Developers, Marketing, Product, and Support to craft brand-aligned, engaging interaction designs.
- Transformed business purchasing requirements into responsive web and email flows for B2B and B2C users to manage over $1M est. worth of credit transactions.
- Owned the research and redesign of fulfillment software from requirements to high-quality experience maps, wireframes, Figma prototypes, and UX specifications for faster learning and reduced overwhelm.
- Established and maintain Tekton's design system, resulting in a 50% reduction in development time for homepages, product descriptions, and emails.
- Founded and lead design critiques, providing creative leadership and a culture of knowledge sharing between visual, UX, and content designers.

1CADEMY • SEPT 2020 – DEC 2020

User Experience Researcher Intern

- Designed and conducted semi-structured interviews to understand learning software user's pain points in close collaboration with fellow researchers.
- Led the analysis of interview affinity notes to derive valuable insights into learning behaviors and opportunities for improvement.

U-M COLLEGE OF ENGINEERING • MAY 2018 – APRIL 2020

Student Web Developer

- Collaborated with faculty, organizations, and fellow developers to create, update, and rigorously test internal and external university web applications.
- Successfully identified requirements for ArtsEngine, IPE, Tech Comm, and EER in conversation with interdisciplinary faculty and orchestrated effective design solutions.
- Transformed and modernized the accessibility and visual styles of faculty resource database websites, elevating typography, information architecture, and readability.

Projects

BRILLIANT DETROIT • SEPT 2020 – DEC 2020

Student User Experience Researcher

- Designed and conducted user surveys (57 responses) and in-depth interviews (8) to asses participant and staff event communication needs.
- Led comprehensive heuristic evaluations and competitor analyses to inform recommendations for event communication mediums, timings, and content.
- Formulated and delivered data-driven recommendations to strategically improve event communication strategies accessible and useful to all participants.

IMMIGRATION ADVOCATES NETWORK • SEPT 2019 – APR 2020

Student User Experience Designer & Researcher, Senior Captstone

- Designed and conducted multifaceted user research including: surveys, interviews, personas & scenarios, competitive analysis, and user testing to inform design decisions.
- Orchestrated streamlined designs for user profiles, messaging, and groups.
- Developed and executed rigorous validation studies with 99% completion rate and "excellent" system usability (SUS) scores.
- Earned recognition of the Autodesk Best Project Award.

Skills

UX Design

A/B Testing
Interaction Design
Low-Fi to Hi-Fi Designs
Rapid Prototyping
Responsive Design
User Flows

UX Research

Contextual Inquiry
Experience Mapping
Heuristic Evaluation
Interviewing
Personas & Scenarios
Usability Testing

Tools

Adobe Creative Suite
Design Systems
Figma
Sketch

Coding

Git
HTML/CSS/JS
Python
Tailwind